

2011 Indiana Tourism Summit **Thursday, September 15**

The Indiana Office of Tourism Development (IOTD) is hosting the Indiana Tourism Summit in conjunction with the Indiana Tourism Council on Thursday, September 15, 2011 at the [IMA](#).

The featured speaker for the 2011 Indiana Tourism Summit is Dr. Suzanne Cook. Dr. Cook will provide Indiana's tourism industry with a sneak peek into her travel and tourism industry strategic forecast that she will present at the 2011 U.S. Travel's Marketing Outlook Forum in October.

For more than three decades, Dr. Cook served as the senior vice president of research for the U.S. Travel Association. Dr. Cook now serves as senior advisor to the association. In this capacity, she is the author of the monthly e-newsletter U.S. Travel Outlook, which monitors ongoing travel industry performance; synthesizes relevant economic, social and consumer trends that can affect travel; and provides regular forecasts and qualitative analysis about the future of U.S. travel. She also serves as general manager of U.S. Travel's Marketing Outlook Forum, the industry's leading strategic forecasting conference.

The fee for the Summit is \$50 per person OR \$100 for your entire organization. [Click here for an online registration form](#). **The deadline to register is Thursday, September 8.**

Schedule:

- 9:30 am: Continental breakfast served outside the Deer Zink Pavilion
- 10:00 am to 12:00 pm: Indiana Tourism Council meeting
Tourism Council Location: Deer Zink Pavilion
- 12:00 pm to 1:30 pm: Lunch
Lunch will be on your own and is not included in the registration price. [Nourish Café](#) is located at the IMA.
- 1:30 pm to 2:00 pm: Tourism Summit Begins
Summit Location: The Toby
Welcome and presentation from Amy Vaughan
- 2:00 pm to 3:30 pm: Dr. Suzanne Cook presentation
- 3:30 pm to 4:00 pm: Question and answer session with Dr. Suzanne Cook
- 4:00 pm: Adjourn

Questions about the Tourism Summit can be directed to [Emiley Matherly](#).
Questions about the Tourism Council meeting can be directed to [Jan Bledsoe](#).

IMPORTANT DATES:

September 8: Deadline to register for the Indiana Tourism Summit

September 15: Indiana Tourism Summit at the IMA